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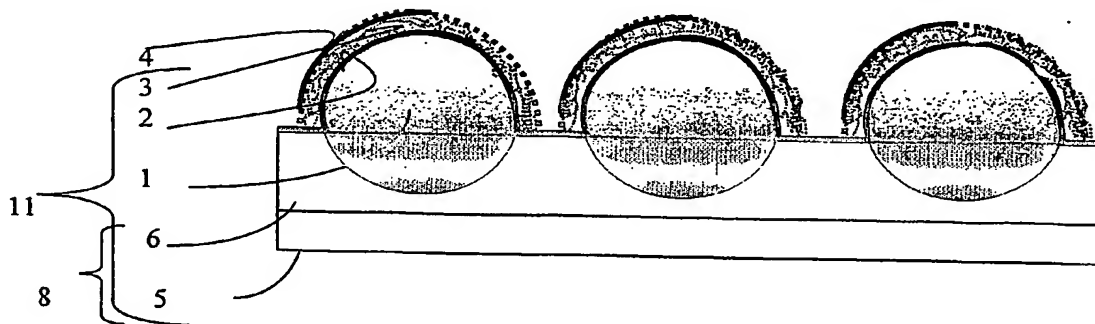
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- (71) Applicant (for all designated States except US): **INDUSTRIA BERGAMASCA RIFRANGENTI S.R.L.** [IT/IT]; Via Pederzola 1/3, I-24040 Scanzorosciate (BG) (IT).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **BARTOLI, Cesare** [IT/IT]; Via Pederzola 1/3, I-24040 Scanzorosciate (BG) (IT). **PARISI, Agostino** [IT/IT]; Via Pederzola 1/3, I-24040 Scanzorosciate (BG) (IT).
- (74) Agent: **GARAVELLI, Paolo**; A.Bre.Mar. S.R.L., Via Servais, 27, I-10146 Torino (IT).
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(54) Title: METHOD FOR PRODUCING PRINTED RETROREFLECTIVE HIGH VISIBILITY PRODUCTS



(57) Abstract: The invention relates to a retroreflective high visibility printed product on a substrate including fabrics as well as other textile substrates for use in personal articles such as attractive high visibility clothing, sportswear, footwear and accessories with good design flexibility; the method ensures trend-setting fashion sense as well as safety sense and is characterized by using a continuous, flexible process of selective demetallization of an etchable aluminum layer for obtaining printed images. The method involves the application of two mirror layers on the glass microspheres: an aluminum mirror layer selectively exposed to a demetallizing chemical solution and a dielectric mirror which provides the ability to obtain high value of reflectivity.